

STORE CLOSED ALL DAY TOMORROW

WANAMAKER'S

STORE CLOSED ALL DAY TOMORROW

WANAMAKER'S

STORE CLOSED ALL DAY TOMORROW

WANAMAKER'S

WEATHER Fair

When the City Is Sweltering, and Steaming, and Sizzling on the Most Pitiless Summer Day

An Hour at Wanamaker's Is Like a Trip to the Seashore

For one can almost hear the splash of cooling waters in this big, spacious, breeze-swept home of good things where stealthy zephyrs ever blow and soft lights soothe the mind.

A Man's Knowledge Should Not Be Worn as Mere Jewelry

but used as capital, to be turned to account, day by day.

Business capital is good common sense, intelligence, industry and saved-up money.

The getting of money by humble persons begins most often by shutting off almost every outlet of self-indulgence, watching the pennies and saving little by little.

A great preacher of the olden time preached a sermon on money, which has been often quoted, where he said, substantially:

"Make all you can honestly, Save all you can carefully, Give away all you can modestly."

It has been often noted that the habit of making money and saving it has developed in many persons the habit of giving.

The habit of making without saving is almost useless, and to save without giving is selfish, and begets covetousness and narrowness.

Let us set ourselves to make, to save, and to give the best in us.

[Signed] *John Wanamaker*

July 14, 1922.

place with its sea-scented breezes—or some familiar scene from the club where sport reigns always.

There's not a comfortable place on the face of the earth, not a diversion, not a pastime but what is pictured in the merchandise here.

Mountain lodges, camps with their nightly gatherings within the glowing radius of the fire, ships skimming far out to sea, proud folks strutting the Boardwalk beside the tumbling ocean or reclining in easy chairs where sea breezes rustle the palms that bring coolness, perhaps by their suggestion of warmer lands.

And what merchandise it is! Every one says that things at Wanamaker's are things apart from all others.

The Frocks That Women Wear Are as Gay as Flowers

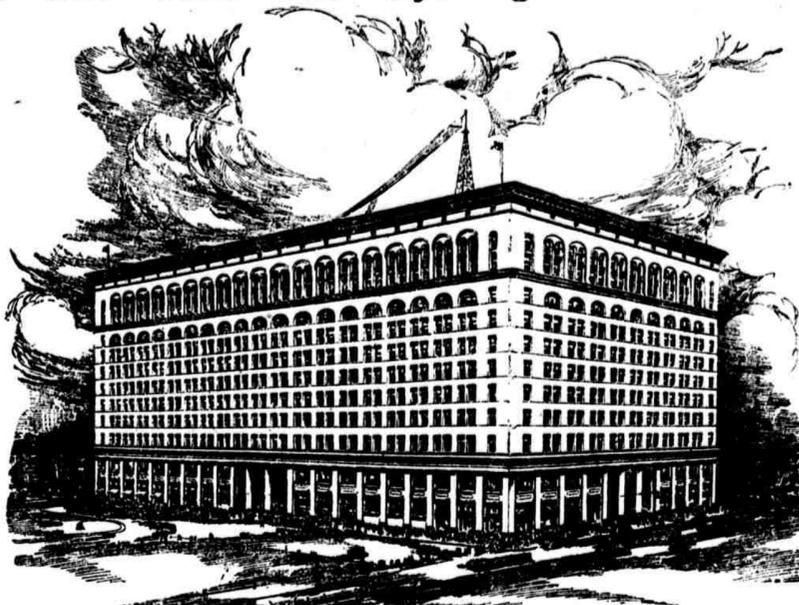
AND just as different as the buds that burst into bloom in all the fields and all the gardens in the world.

Light, filmy creations for the most part—rippling always, the kind that call to mind coolness and freshness by their very looks.

Not the dresses one usually finds in stores where thousands gather—but they are Wanamaker dresses, made in styles created from the wealth of ideas that are typically Wanamaker and made along the specifications that have made Wanamaker quality the guiding star for the merchandise world.

Surely the Summer's heat fades and is gone when one looks upon the frail, mellow colors of such dresses.

And so it is all through the fashions for women and young women—the millinery, the shoes, the silken underthings or the muslin ones, the wraps, everything.



If There's a Bit of Comfort in Sport

SPORTS afield, astream or afloat—then the place to go when it is hot is the Sporting Goods Store.

Boats, fishing tackle, camp outfits, everything for every recreation is gathered here, with its invitation to join the folks who are playing away the Summer days.

But all the time one is in this fair-land of beautiful things there is something more than the refreshment of looking upon comfortable apparel or furnishings, or being soothed by richness and color amid softly glowing lights.

built first with an eye to safety, but second for an abundance of daylight and fresh air. Air sweeping through the walls on all four sides and down from the skylights.

What a Mammoth Playground the Breezes Have

EXTENDING 250 feet from Thirteenth to Juniper street and 480 feet from Market to Chestnut, the Wanamaker Store is one of the most spacious retail buildings in the world.

And throughout all this area lofty ceilings—some 25 feet high and none less than 17 feet—allow free motion to the air.

If one on the outside cared to count he would find there are 1748 tremendous windows (not counting the 40 display windows) pouring air into the building from all sides, in addition to the 12 inviting entrances that are swung wide open all day long.

Right in the heart of the building, reaching seven stories upward, is the Grand Court—in reality a tremendous ventilator.

Six floors in addition to the Main Floor open on the four sides of this court allowing the air to circulate anywhere throughout the building.

And at the top of the court are 544 court and skylight windows.

And any exterior window of the store would make a pretentious entrance to many a well-known shop.

The Air Is Fanned and Airwashed Into Coolness

IT IS driven in by huge fans through falls of water. Washed pure and healthy and at the same time cooled.

Not only cooled, but

THE bigness, the airiness, the marvel of it all! For years this Wanamaker store—cool and refreshing when blistering suns make furnaces out of city streets—has been the wonder of thousands of people and every day new multitudes come to enjoy its comforts.

What a delicious atmosphere it is!

So much richness on every side, but richness spread out with the effect of ease and freedom.

So much color everywhere, but not glaring color. Instead the soft, comforting shades that just such Summer days have made fashionable.

So much room, so much ease, so much time to loll and rest—so many people but all so far apart, how different from the busy, turbulent, racing world just outside. For within these cool granite walls it seems a world apart—a world of glad things and glad people.

It is a positive inspiration to pass along the broad aisles of this better kind of a store at any time, but more than ever in Summer.

And With It All, Music at Any Time

PERHAPS the giant voice of the great organ, now deep and and throbbing, now soft and faraway, like some mountain waterfall.

Perhaps the J. W. C. I. Cadet Band, now playing a stirring march, now a classic and now some joyful popular selection.

Perhaps the rich melody of the Ampico, marvelous reproducing piano that it is, perhaps just a grand piano played by some talented musician and accompanied by the vocal artistry of a singer. Then again it might be only a phonograph, playing the favorite songs and dances of a music-loving world.

No matter what, there is music nearly all of the time in this Wanamaker store—music with its peace and comfort and refreshment.

What a Story of Seasonal Cheer the Merchandise Tells

ROMANCE everywhere if one but looks and appreciates—the romance of happy, restful people.

Here is a reminder of some long, wonderful trip through lands far distant that people love to roam when Summer comes—here a suggestion of the favorite watering

Philadelphia's Largest Dining-Room

FROM two to three thousand visitors eat luncheon daily in the Great Crystal Tea Room of the Wanamaker Store and its adjoining rooms.

This is a greater number than lunch at any four of the largest hotels in town.

This is the largest dining room in Philadelphia, and one of the largest in the world.

It covers a floor area of 22,000 square feet, and seats easily 1400 diners at a time.

It derives its name from its remarkable lighting effects, received from the rows of beautiful crystal reflecting chandeliers suspended from the ceiling between the great columns.

The Tea Room is the chief of a remarkable series of handsomely appointed rooms situated on the Eighth Floor: The Great Crystal Tea Room, the Imperial Blue Room, the Coronation Red Room, the Golden Jubilee Room, the French Banquet Salon and the private Mirror Room.

The windows command a splendid view of the city and the Delaware River.

On the hottest Summer day a cool breeze blows through.

A good orchestra plays throughout the luncheon period.

And, as everybody knows, "Wanamaker Tea Room food" is a synonym for all that is delicious in the art of cookery!

Men, Too, Forget to Perspire

when they see the tropical suits and other things made for their relief.

Suits that are as light as the air itself, yet masterfully tailored so the style that strikes the eye at the first glance will last as long as the cloth holds together.

Shoes that are easy to wear, shirts that hardly weigh a thing, light, easy straw hats or the big, sun-repelling tropical hats.

All these mean comfort to a man's eyes on a mighty hot day.

Homes That Are Peaceful Come to Mind

with a walk through the Furniture Store.

Especially the Summer furniture—wicker, fiber or reed. Light, dainty pieces that conjure visions of broad, shaded verandas, flower-scented garden houses or Summer cottages where the rustle of protecting silken draperies steals through the half-shadowed rooms.

The picture of the home ideal is completed by the rugs—Summer rugs that in colorings and weave and pattern bring bits of China, or Japan, or Belgium over here in America where they can be enjoyed by all.

People Are Ever Conscious of Fresh Air and Cool Air

"HOW does it happen?" is an everyday question. "It's so warm outside, but so different the minute one sets a foot within your store."

For a fact, it didn't happen, and it never would.

If we waited on its merely happening in Summertime that this great building full of goods should be cool while other places are stuffy, we would be fit to figure only in the pages of Edward Lear's "Nonsense Book," in which, as you remember, "the shipwrecked children spent most of their time churning the sea water in the hope that it would turn to butter."

The Wanamaker Store Is Airy and Autumn-Like on Purpose

MASTER thinkers, architects, engineers, workmen were employed to make it that way.

Every resource of science has been called into play to aid in the work and keep the store cool.

First of all, take the building itself. Rising 247 feet upward from the sidewalk,

Every Six Minutes All the Air Is Changed

that is, on the lower floors. The fresh air is drawn from the outside by suction, cleansed, set in swift circulation and sent out by suction almost as soon as it comes in. In all, the most scientific and efficient system of ventilation known.

Then just across Thirteenth street, facing Ludlow, is the power house, with its gigantic refrigerating plant, capable of producing the equivalent of 150 tons of ice a day. And all day long this plant is pouring "frozen air" (so to speak) into the kitchens connected with the Dairy and the Tea Room.

A Verified Record of Comparative Temperatures

taken at 2 P. M. yesterday, when it was as hot as any one cares to have it, follows:

United States Weather Bureau 91°
Main Floor, Wanamaker's 85°
Down Stairs Store, Wanamaker's 84°

The Coolest Spot of All Is the Down Stairs Store

WHERE in other stores it is usually hottest. That is, the Down Stairs Store is the coolest spot where the public is permitted. Strictly speaking, the fur storage is the coolest, for always it is below freezing there.

But it is surprising that the Down Stairs Store is the coolest shopping place. This, as well as other features, makes this Wanamaker institution a wholly different kind of a store.

The ceiling down stairs is 20 feet high and the suction fans are forever forcing chilled, washed air inside and driving the old air out.

Little Wonder This Store Is One of the Show Places of the World

A SHOW place not alone because the merchandise is so unusual—so above that which is ordinarily gathered under one roof.

Merchandise from the best makers in America and all the countries of the earth. And with this merchandise are rare poteries, works of art, paintings, tapestries and furnishings collected the world over.

There is interest in the Wanamaker Store for every one.

And there is education for every one. Little wonder then, the thousands of travelers who pass through Philadelphia always take a day at Wanamaker's.

Where to Find

The Cool, Seasonable Merchandise Most Shoppers Are in Quest Of

- | | |
|--|--|
| Electric irons, fans, washers and other labor-saving devices
(Fourth Floor) | Pleasant toilet soaps, powders, perfumes and lotions
(Main Floor) |
| Women's Summer blouses, negligees and lingerie
(Third Floor) | Trig bathing suits for men, women and children
(The Gallery) |
| Men's cool silk shirts
(Main Floor) | Ice-cream freezers
(Fourth Floor) |
| Men's smart straw hats
(Main Floor) | Refrigerators and ice coolers
(Fourth Floor) |
| Summer floor-coverings
(Seventh Floor) | Thin, airy, fashionable frocks for women's Midsummer wear
(First Floor) |
| Soft, snowy, spongy bath towels and face cloths
(First Floor) | The same for children
(Third Floor) |
| Bath showers and other bathroom accessories
(Fourth Floor) | Gallon-size vacuum jars, four-inch opening, aluminum jacketed, special, at \$7.85 (nearly half ordinary price)
(Fourth Floor) |